

PURPOSE 2020

IGNITING

**PURPOSE-LED
GROWTH**

KANTAR



THE **WHY** OF PURPOSE IS CLEAR

Consumer
Demand



84%

Employee
Preference



3X

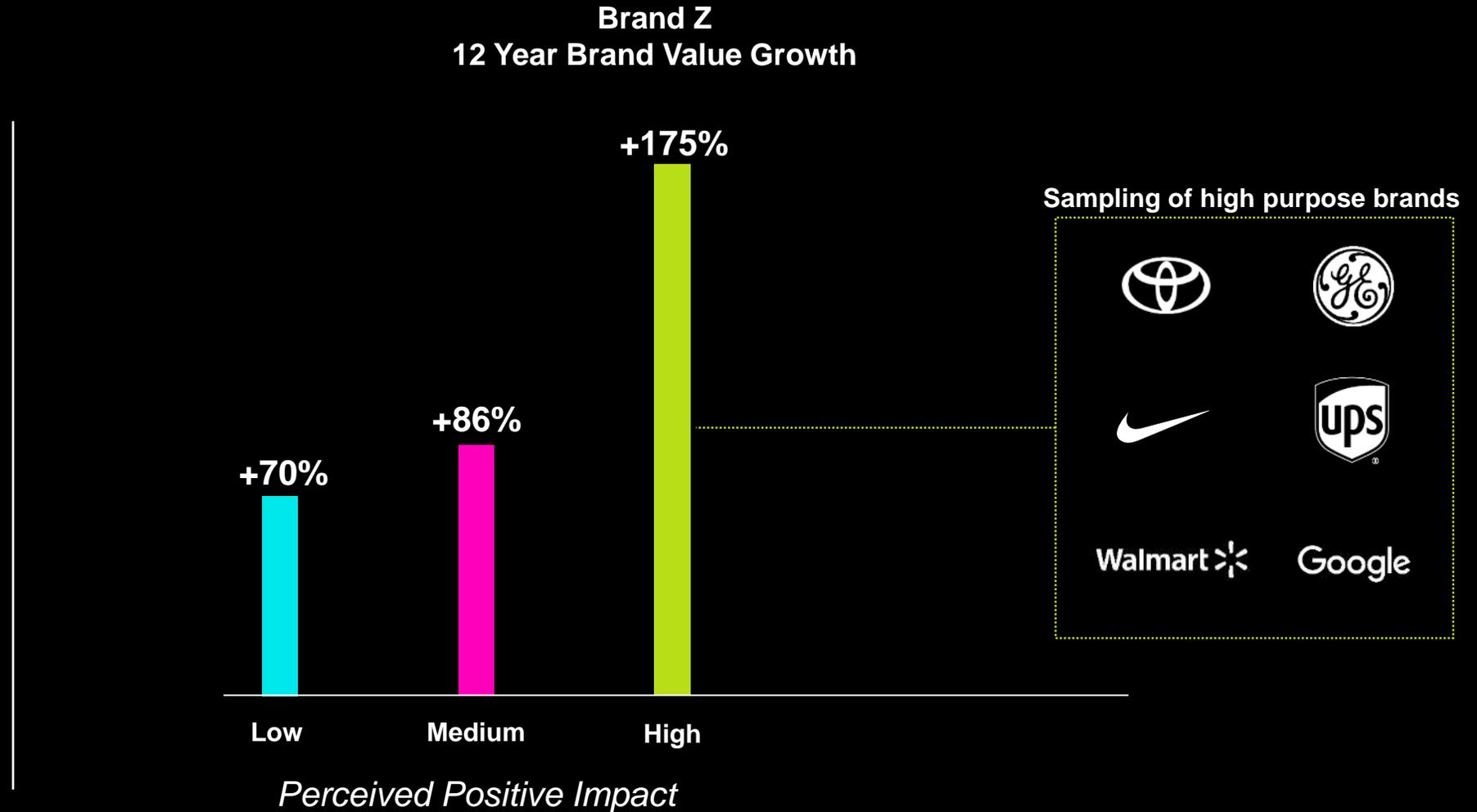
Financial
Performance



6 Trillion



Brands recognized for high commitment to Purpose have grown at more than twice the rate of others.



MARKETING 2020

ORGANIZING FOR GROWTH

What does it take to win?

How to organise strategy, structure and capability for growth?

The biggest and most global marketing thought leadership initiative ever



INSIGHTS 2020

DRIVING CUSTOMER CENTRIC GROWTH

What are the drivers of Customer Centricity?

How to build an Insights Engine?

Deep-dive on Customer-Centricity



PURPOSE 2020

INSPIRING PURPOSE LED GROWTH

What it means to be Purpose-led?

How to get there?

Deep-dive on Purpose-led growth



When it comes to Purpose, most marketers think they've got one, but...

76%

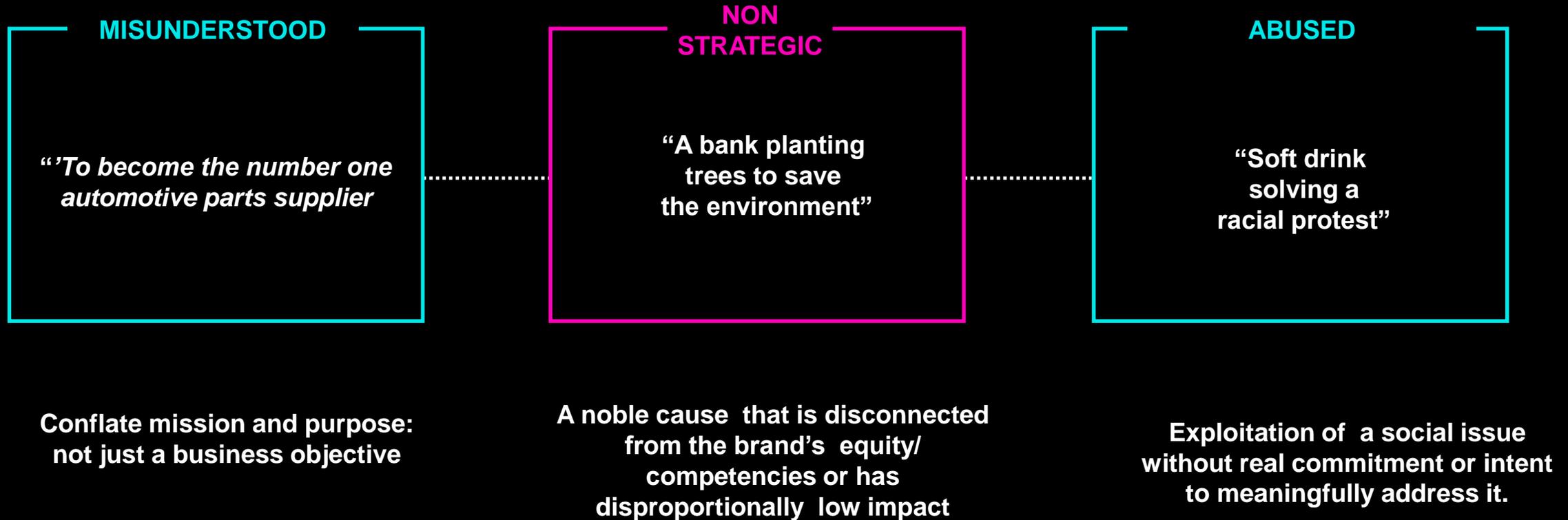
of marketers believe their organization has a defined purpose.

VS.

10%

Of marketers say that this purpose goes beyond their product/service promise to include a societal commitment.

Despite or perhaps because of all the buzz, misrepresentation of Purpose is widespread.



PURPOSE:

The reason why the brand exists.

The impact you seek to have
on people's lives and the world
they live in.

The challenge is the **HOW**

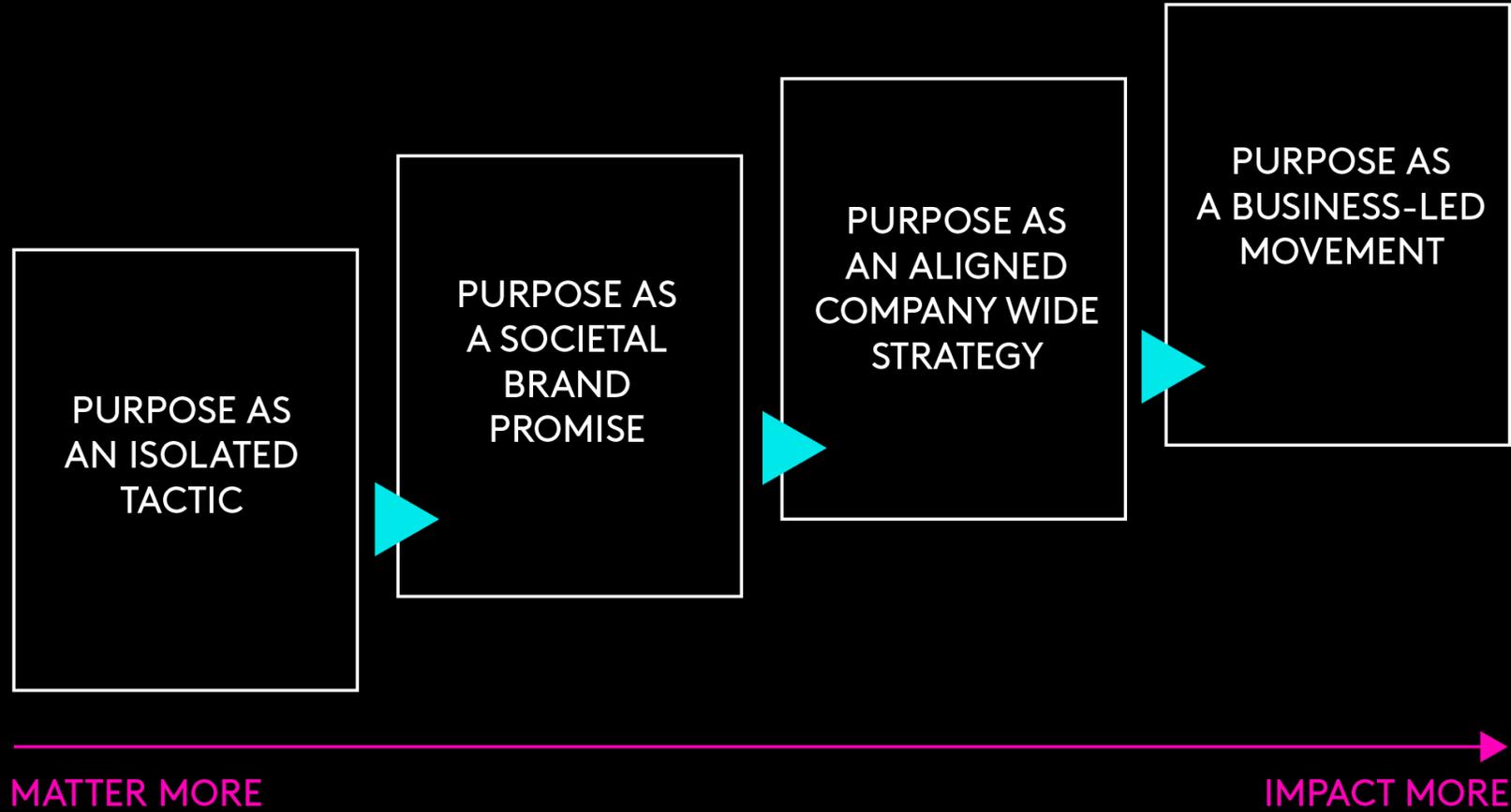
“I’m in a category that simply cannot have a positive impact.”

“My brand was founded to make money – hardly purposeful...”

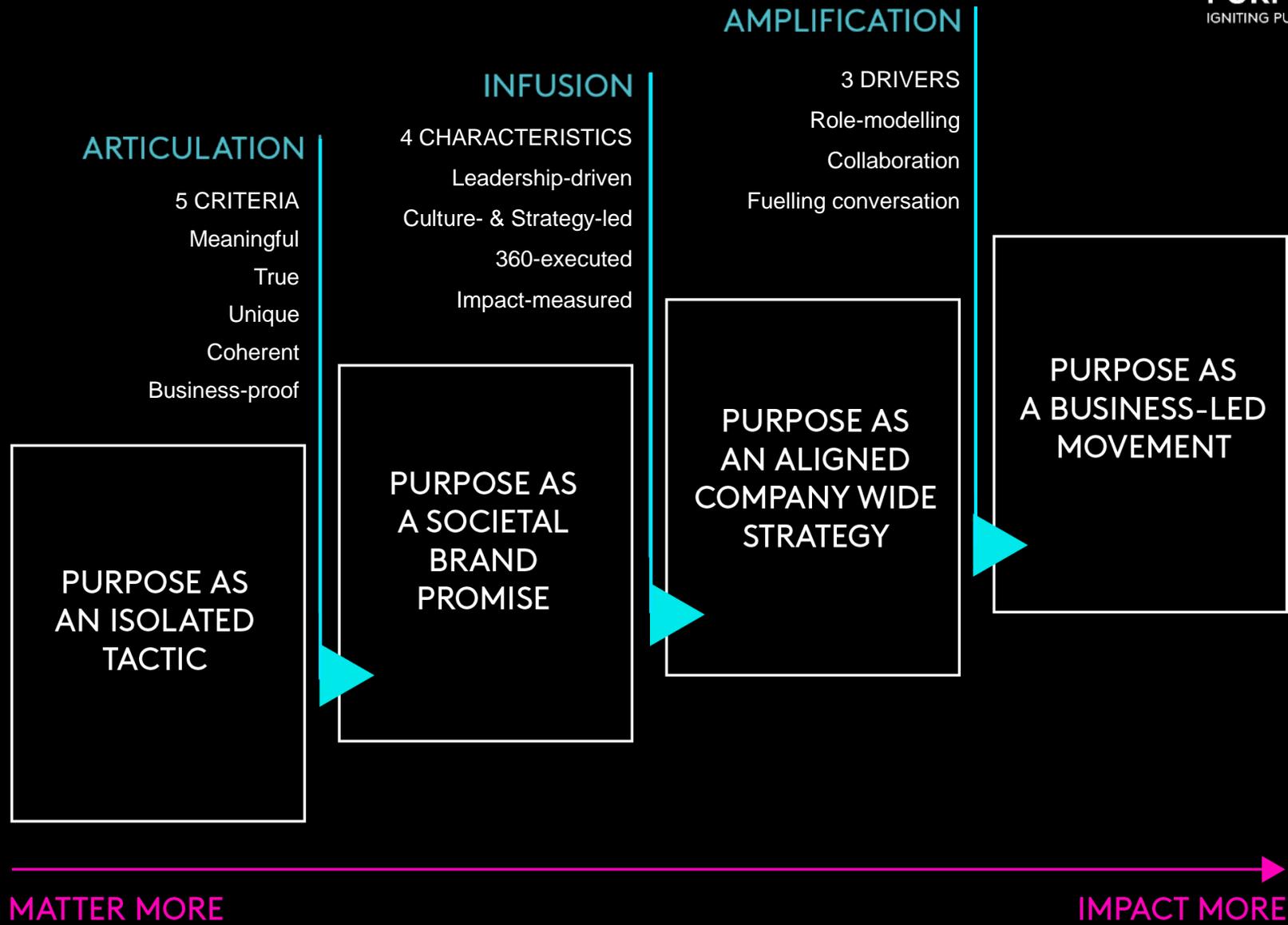
“We have the purpose on paper... But now what?”



**The Journey
towards
purpose-led
growth has
four stages...**



**3 steep steps
take Purpose
from a tactic to
a movement**



ARTICULATION IS
ABOUT DEFINING
WHAT YOU STAND
FOR AND THE ROLE
YOU WANT TO PLAY
IN THE WORLD



Three things in human life are important: the first is to be kind; the second is to be kind; and the third is to be kind.
—Henry James

ARTICULATING PURPOSE

Building Blocks

> **MEANINGFUL**
through societal tension



ARTICULATING PURPOSE

Building Blocks

- **MEANINGFUL**
through societal tension
& localisation
- **TRUE**
to brand character
& company



ARTICULATING PURPOSE

Building Blocks

- > **MEANINGFUL**
through societal tension
& localisation
- > **TRUE**
to brand character
& company
- > **UNIQUE**
within the category

PURPOSE 2020
IGNITING PURPOSE LED GROWTH

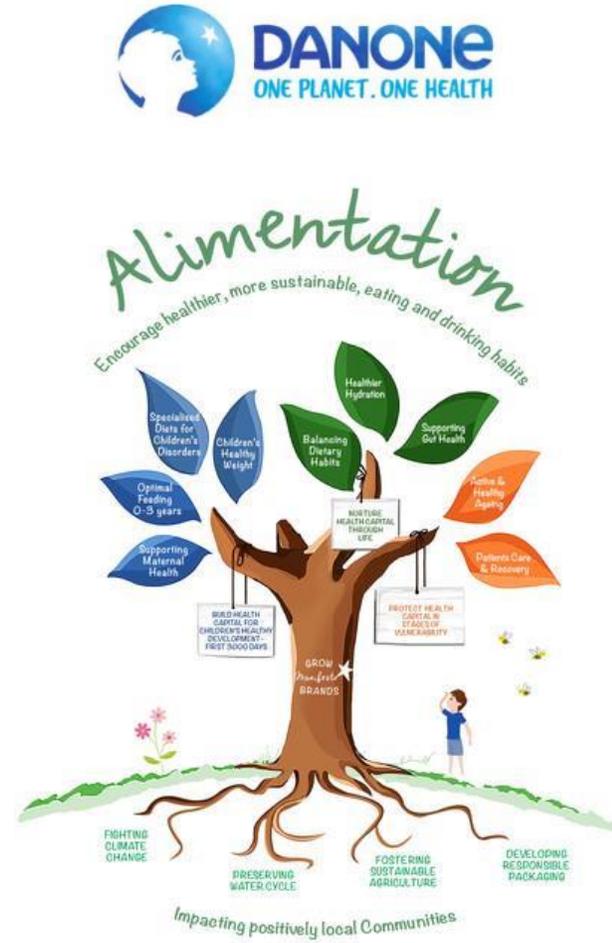


ARTICULATING PURPOSE

Building Blocks

- **MEANINGFUL** through societal tension & localisation
- **TRUE** to brand character & company
- **UNIQUE** within the category
- **COHERENT** on company & brand-level

PURPOSE 2020
IGNITING PURPOSE LED GROWTH



ARTICULATING PURPOSE

Building Blocks

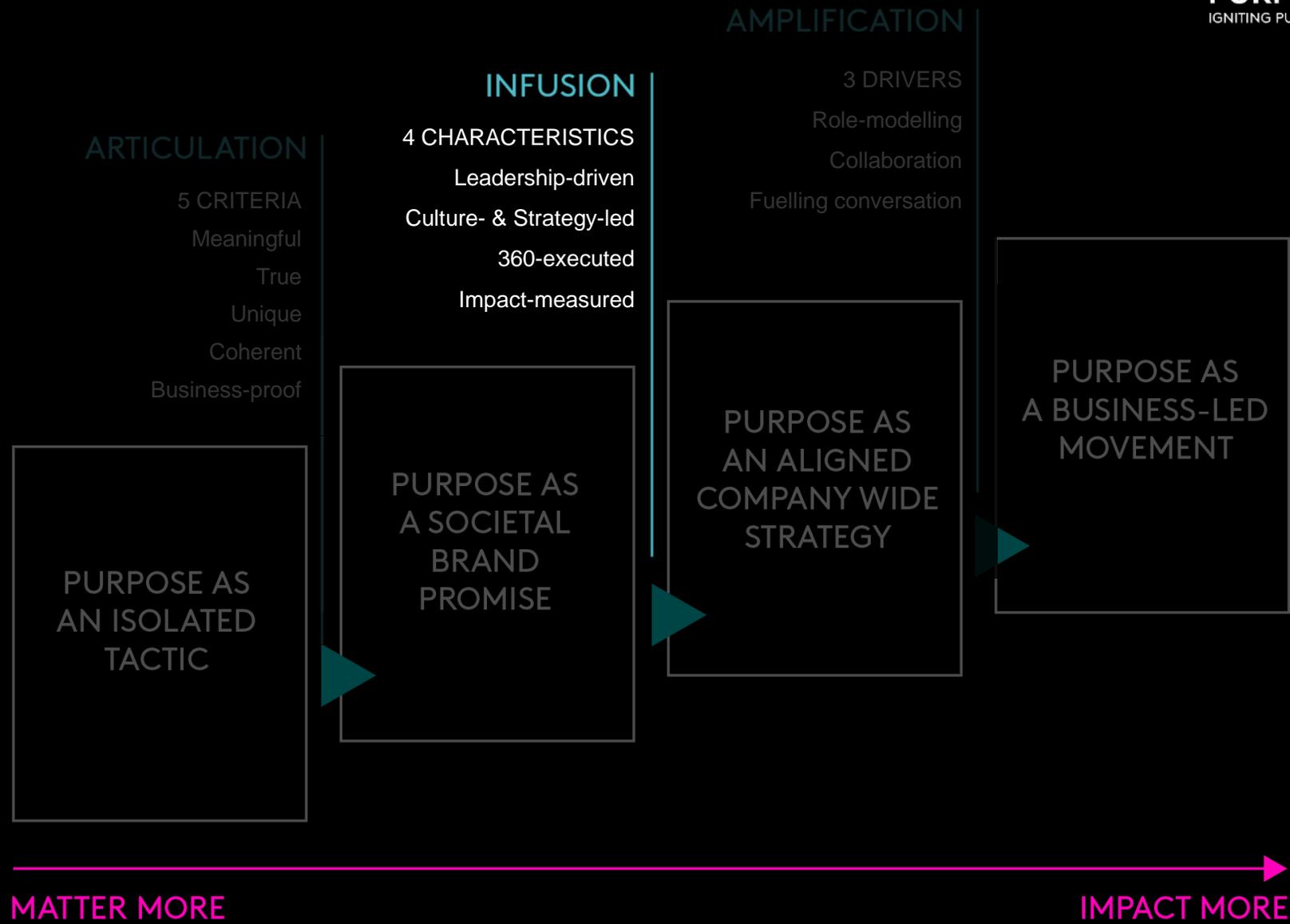
- MEANINGFUL**
thru societal tension & localisation
- TRUE**
to brand character & company
- UNIQUE**
within the category
- COHERENT**
on company & brand-level
- BUSINESS-PROOF**
for long-term growth & impact



 **Unilever Graduates** 
@UnileverGradsUK [Follow](#) 

Our 'Brands with Purpose', known as our Sustainable Living Brands, grew +50% faster than the rest of our brands last year.

Step 2

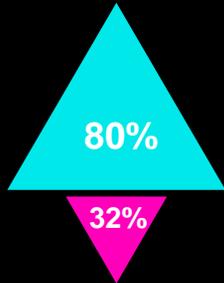


Infusion
is key to
ensuring impact



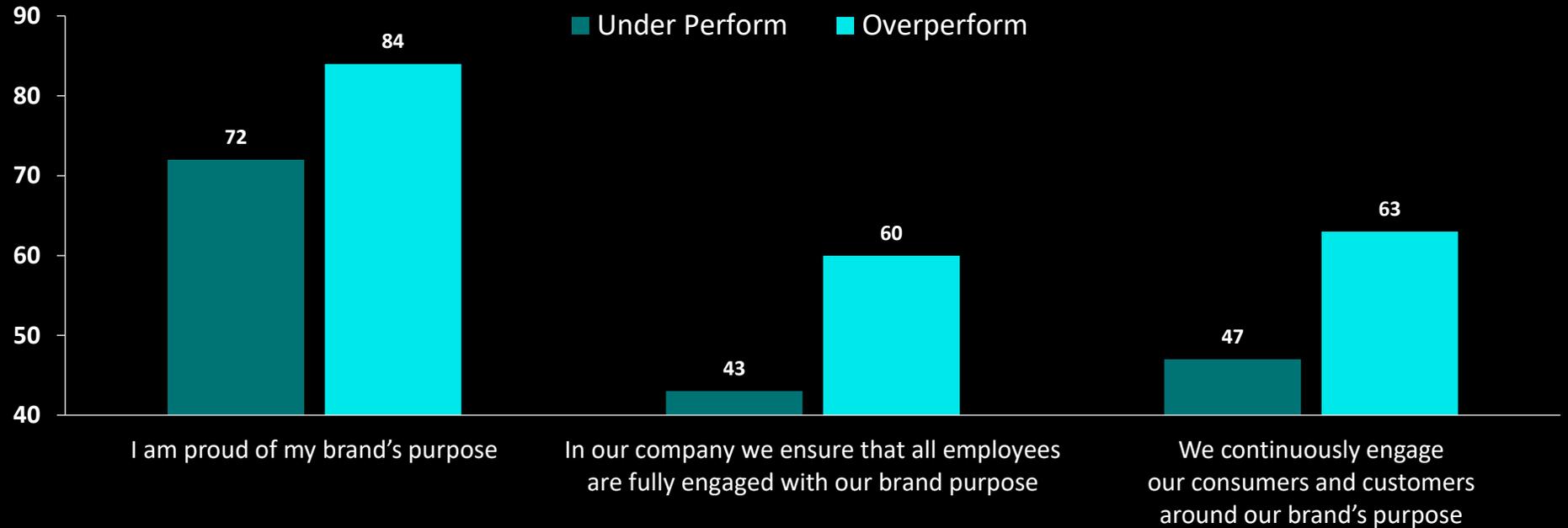
High performing brands and companies drive engagement within the organization

Everything we do is linked to a clear purpose



OVER-PERFORMERS

UNDER-PERFORMERS



INFUSING PURPOSE

Key characteristics

- > **LEADERSHIP-DRIVEN**
underpin the priority and
company wide impact



C-level is driving the
Brand Purpose

85%

58%

INFUSING PURPOSE

Key characteristics

- > **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- > **CULTURE-LED**
engage the heart & the mind

LUSH
FRESH
HANDMADE
COSMETICS



PURPOSE 2020
IGNITING PURPOSE LED GROWTH



INFUSING PURPOSE

Key characteristics

- > **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- > **CULTURE- & STRATEGY-LED**
engage the heart & the mind
- > **360-EXECUTED**
substantiate the Purpose



SUSTAINABLE LIFE AT HOME
Make a difference without leaving your home



DEMOCRATIC DESIGN
Design for everyone

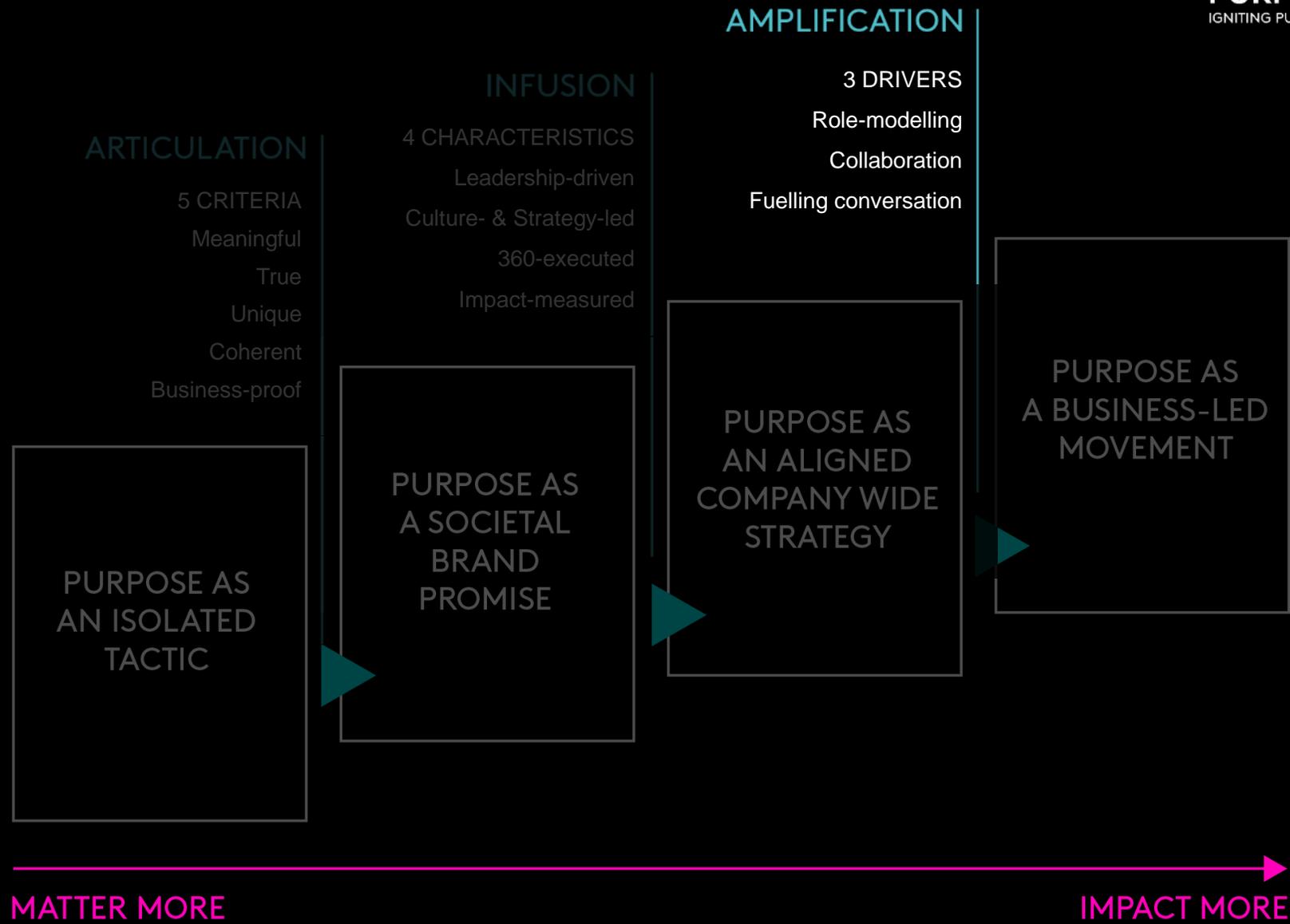
INFUSING PURPOSE

Key characteristics

- > **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- > **CULTURE- & STRATEGY-LED**
engage the heart & the mind
- > **360-EXECUTED**
substantiate the purpose
- > **IMPACT-MEASURED**
demonstrate impact & learn



**3 steep steps
take Purpose
from a tactic to
a movement**



Amplification
is about going
beyond the
brand and the
company...



AMPLIFYING PURPOSE

Key drivers



INSPIRATIONAL

Role-modelling

PURPOSE 2020

IGNITING PURPOSE LED GROWTH



AMPLIFYING PURPOSE

Key drivers

- > **INSPIRATIONAL**
Role-modelling
- > **COLLABORATIVE**
with game-changers



**AIRBUS DEFENCE AND SPACE STARTS
A NEW ERA IN SPACE
WITH ONEWEB CONSTELLATION...**

The diagram shows a central Earth globe surrounded by a dense grid of blue satellite icons, representing the OneWeb constellation. Three callout boxes provide key information about the constellation.

- A REVOLUTION IN SATELLITE MANUFACTURING**
No one has ever built a satellite in one day... we will build several every day!
- TOTAL COVERAGE**
Internet to everyone, everywhere on Earth
- GLOBAL LOW EARTH ORBIT CONSTELLATION**
Providing high-speed internet connectivity equivalent to terrestrial fiber-optic networks

© 2018 Airbus Defence and Space

AMPLIFYING PURPOSE

Key drivers

- > **INSPIRATIONAL**
Role-modelling
- > **COLLABORATION**
with game-changers
- > **FUELLING**
The cultural conversation



Ultimately, brands that amplify seek to create a **movement** that will live on

Articulation –
Take a Stand!



Infusion –
Involve Everyone!



Amplification –
Create a Movement!



Where are you on the journey?

ARTICULATION

5 CRITERIA

- Meaningful
- True
- Unique
- Coherent
- Business-proof

INFUSION

4 CHARACTERISTICS

- Leadership-driven
- Culture- & Strategy-led
- 360-executed
- Impact-measured

AMPLIFICATION

3 DRIVERS

- Role-modelling
- Collaboration
- Fuelling conversation

IGNITING PURPOSE

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KANTAR